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FRIDAY, SEPT. 17, 1920

ADVERTISING AND PRICES

The ancient idea that the cost of advertising is added to prices, was nearly exposed by Dean Johnson of the New York University school of Commerce in a recent address.

Mr. Johnson showed that you can't get low prices without large scale production, and you can't get large scale production without advertising. Advertising lowers prices by making it possible to do business in great volume with the minimum of overhead cost.

Where advertising has brought about quantity production, it becomes possible to standardize every operation, so it can be done with a minimum of expense.

The same principle applies to retail distribution. You can't get low prices without distribution in considerable volume, and you can't get volume of business without advertising.

PASSUMPSIC

Mr. and Mrs. Isaac Turner of Lyndon and Mr. and Mrs. Aquilino of Cherry River, P. Q., were at Fred Converse's one day last week.

Mr. and Mrs. Arthur Denio, Mr. and Mrs. Norton Anderson, Mr. Vance, Mrs. Ida King and Ed. Champamy attended Barton Fair Thursday.

Mr. and Mrs. Al Fulford and family and Mrs. Cora Fulford spent Sunday with Mr. and Mrs. Fenton Judkins at West Barnet Sunday.

Charles Somers fell off his sugar house roof one day last week and broke his leg; a very serious break. He is at the hospital.

Mr. Henry and Peter Mathurin

For Sale

The Gray Block on Eastern Avenue. Owing to the fact that the owner has other business, this property will be sold at a very moderate price. For terms and particulars apply to W. B. CURTIS, Sheldon, Vermont.

GO TO JOE RELATION'S

74 1/2 Railroad Street
For a real shave. Children's hair cutting a specialty.
Cigars and Cigarettes

LAST DANCE

—AT—
Boulders Casino

Friday night, September 17th.
New Harmony Orchestra of Orleans. Refreshments served.

B. GOLDSTEIN

Is paying 2c for rags, 5c for rubbers, 6c for paper, 7c for magazines, 7c a 100 lbs. cast iron. Tel. 405-W. If you call I'll use you right.

Is Your Money Helping This Community?

New Banks and new schemes, paying high rates of interest have lately been shown up in their true character as regards security and the integrity of their officials.

Your home Bank can and does pay you a fair rate of interest and you can call on the principal when you need it.

These funds are passed along to local business men and industries to help development and keep our workers employed.

PASSUMPSIC SAVINGS BANK
ST. JOHNSBURY, VERMONT

MICKIE, THE PRINTER'S DEVIL



Insurance Service Station

STATE AND FEDERAL TAXES

change your will and create a preferred debt which must be paid before your estate can be settled. Consult us with regard to specific insurance to cover such taxes. 71st year.

NATIONAL LIFE INSURANCE CO.

A Home Company A Mutual Company
W. W. Sprague & Son, Gen'l Agents,
Pythian Bldg., St. Johnsbury, Vt.

Bomb Death Toll

Now Thirty-six

(Continued from page one)
busily engaged in examining fragments of metal found at the scene and in checking up on two warnings received in the financial district, by the French commission and the other by a brokerage clerk.

"We have a thousand and one things to do," said William J. Flynn, chief of the department's bureau of investigation, who came from Washington yesterday on being informed of the explosion, "but we will probably untangle the mystery."

BOSTON, Sept. 17.—The police guard placed on the Stock Exchange, the sub treasury, court house and other public buildings after the explosion in New York yesterday were continued today. State street and the banking district generally were patrolled by special details most of them in plain clothes.

WASHINGTON, Sept. 17.—Atty. Gen. Palmer and Francis P. Garvan, Assistant Attorney General in charge of the government and anti-radical campaign, left here today for New York to direct the investigation of the explosion in the financial district there yesterday. It was stated at the Department of Justice that the federal government's inquiry would be directed largely in determining whether the explosion resulted from radical activities.

NEW YORK, Sept. 17.—The financial centers of America's big cities from coast to coast were like armed camps today with police and private sentries posted to guard against repetition of the mysterious explosion that rocked Wall Street yesterday. Authorities announce heavy patrols of plain clothes men and police reserves in their big business districts and Federal agents worked with state and city officials to run down reports of widespread extremists plots.

Discovery of parts of clock work in the wreckage and announcement by experts that T. N. T. or picric acid, was used in the bomb if there was one sent detectives and Department of Justice men on thirty leads pointing to bomb plots and radical activities.

Several New York detectives and secret service men left the city before dawn for destination unannounced on out of town ends of the investigation of the explosion. Troops were held in readiness on Governor's Island against the possibility of renewed outrages today. Public and private agencies cleaned up Wall Street sweeping up tons of debris and washing blood spattered sidewalks and buildings.

Glaziers by scores began the long task of replacing the windows of

\$356.50

W. R. KNAPP POST

American Legion:

Please accept my subscription to the Memorial
Tablet Fund.

Amount.....

Name.....

many buildings in the financial district. Two more names were added to the death list with the announcement that John Donohue, a Brooklyn accountant, and John W. Weir, died in hospitals of injuries.

The financial district was crowded with sightseers this morning. Police lines were established in a radius of two blocks. The stock market opened at 10 o'clock. A large majority of the active members of the exchange were present. Business proceeded in normal fashion as it did at the U. S. Sub-treasury and Assay office. Extra guards were on duty there and at the banking house of J. P. Morgan and Co. Most of the clerical forces and several of the heads of the banking force, were early on hand.

LUNENBURG

A Village Improvement society was formed on Friday evening, Rev. G. W. Douglas being chairman pro tem, and Mrs. Susan Cowles secretary. A committee for nomination of permanent officers Mrs. Ethel Phelps and J. H. Cole were appointed. Committee on Constitution, Mrs. Edwin Balch, Mrs. Martha Pierce, committee on Entertainment Course, Mrs. A. J. Newman, Miss Anna Cole, H. R. Stuart, Rev. G. W. Douglas, Mrs. Susan Cowles, Mrs. Etta Turner, Mrs. Flora Balch. This committee met on Saturday evening and looked over a proposition from the White Lyceum Bureau, Boston, deciding on four entertainments, the first one on October 15th, "The Rainbow Girls," November 12, "Peter MacQueen," P. R. G. S., "Travelogues," illustrated with colored slides, Dec. 3, Mr. and Mrs. Boyd, readings and music, and Jan. 15th, Jean Fowler, reader.

Miss Edith Lewis has finished work in the telephone office after nearly 2 years of efficient service to enter school in Lancaster. Mrs. Jennie Norris is the new operator.

A general exodus of our young people takes place this week. Misses Ruth and Emma Cole, Florence Hartwell, Lyman Rowell, Leland Gray, and Paul Douglas entering work at Montpelier Seminary where Misses Elizabeth and Ella Kimball are also pupils, Miss Marian Bell of South Lunenburg to St. Johnsbury Academy, Leonard Malett to St. Michaels, Burlington, Philip Sugg and Whitney Parker to U. V. M. Burlington, Misses Irene Ball, Alice and Helen Colby and Dorothy Pond, Edith Lewis, Nellie Parker, Eleanor Burt, Helen Jewell, Eleanor Morse, Ella Blood, Harold Phelps and Lawrence Ball to Lancaster, and Madeline Nichols returns next week to the Austine, Brattleboro. All this shows the need of higher school work in our own town that our young people need not leave their homes in order to secure an education.

Schools in town began this week with Mrs. Martha Pierce in the village primary, Mrs. Olive C. Ball, Pierce district, Miss Ann Cole, West Neighborhood, Mrs. Fannie J. Bell, South Lunenburg, Miss Dorothy Wentworth, Pond Hill. The village grammar will be taught for two weeks by Philip Sugg after which Mrs. Jennie K. Goodenough of South Walden will teach. Baptist Hill to be supplied. Fitzdale also opens in both rooms.

Mr. and Mrs. Sylvester Hartwell and Master Charles returned on Saturday from a two weeks visit with Mrs. Ira Coby and Mrs. Mahala Miller in McIndoes.

Erwin Balch has the distinction of being the first of our citizens to make a flight in an aeroplane, having

been a passenger in Lancaster on Saturday and reports a very delightful trip.

Mr. and Mrs. Steve Lovejoy and Miss Lena Lovejoy of St. Johnsbury were guests of the Ira Carpenters on Sunday.

NORTH DANVILLE

Mrs. Jennie Smith of Standard was the guest of her sister, Mrs. William McDowell last week.

Rev. J. C. Adams of Danville supplied at the Baptist church Sunday.

Frank Vallier, Arthur Emmons and John Duclous of Lenox, Mass., visited relatives and friends over the week end.

Mrs. B. M. Carter of Manchester visited at William McDowell's recently.

Mr. and Mrs. George Bass who have been at G. H. Stanton's the past two weeks returned to their home in New York Thursday.

Miss Susie Blodgett of St. Johnsbury who has been visiting at Allen Sanborn's and Shirley Merchant's has returned to her home.



THE Public's O. K. is about as fine a decoration as any man can wear. That is the sort of a medal our patrons pin on us and we live up to the specifications. Your laundry is safe in our hands and you'll be quite well pleased by our work. Ask us to call.



For Sale

Beautiful home in Summerville, furnace, full bath, electric lights, gas, dry cellar, cement garage. Maple shaded spacious lawn beautified by well kept shrubbery; large garden, cultivated raspberries and strawberries. Located in fine neighborhood. Owner leaving state Oct. 1st. Price \$4500.

VILLAGE FARM

In Sheffield village, 32 acres of land, fine state road to Lyndonville, within five minutes walk to church, stores, school, moving picture hall, fine buildings, 7 cows, horse, tools, crops, two years wood in shed.

A. B. DOW'S AGENCY

12 Eastern Ave., Tel. One. 561f

The Rexall Stores Straw Vote

On the Presidential Election

WILL TELL YOU WEEKS IN ADVANCE THE
RESULT OF THE NOVEMBER ELECTION

How will the 'People Vote? Women's Vote Big National Riddle. Daily Nation-Wide Poll will soon show 1920 Winner

There are 8,000 Rexall Drug Stores in the United States. A store in every city and in nearly every state in the Union.

Party leaders are at sea as to the attitude of Women Voters in the approaching battle of ballots. Our ballot boxes will be open to women.

Fair play and accuracy are to be the keystones of the Rexall Stores Straw Votes. Voters are urged to cast but one ballot. In this way only can a fair estimate result be reached.

In 1916 the Rexall Stores Straw Vote was the only forecast presented which returned Woodrow Wilson the victor.

HARDING?

COX?

Vote Now at

LANDRY'S DRUG STORE

Railroad Street

The Hamilton Farm Herd

—OF—

38 Purebred Ayrshires

Will be dispersed at Auction at ALSTEAD, N. H.,

Wednesday, Sept. 22

Lunch served 11 A. M. Sale starts 12 o'clock noon

Herd Tuberculin Tested

Railroad station, Bellows Falls, Vt. Automobiles will meet all trains.

For full information, write

HAMILTON FARMS

Alstead, N. H.

Sound Investment or Speculation

DECIDE THIS QUESTION IN
YOUR OWN FAVOR

The Prior Lien Stock of The Twin State Gas & Electric Company is an investment of Proven Safety
and

Backed by a long record of success, this company offers you an opportunity for Profit-Sharing Partnership.

Price	Yield	Dividends
\$95.00 per share	7.36 per cent net	Payable Quarterly

TWIN STATE GAS & ELECTRIC COMPANY

READ THE CLASSIFIED